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Ro

Golden State Nurseries

Roses for 1953

3616 Roswell Road

Atlanta, Georgia

CHRYSLER IMPERIAL—ALL AMERICA WINNER FOR 1953
◆ DR. WALTER E. LAMMERT'S NEWEST CREATION



Winning Roses for Your Garden



CHRYSLER
IMPERIAL

CHRYSLER IMPERIAL (Lammerts)

(P.A.F.) The winning All-America Rose Selections variety for 1953, Chrysler Imperial is destined to be a record-breaker in many ways. The first record it achieved is the unique distinction of having been selected by the unanimous decision of all the judges over the entire nation as the finest hybrid tea rose in the All-America Selections. This is the first time in the history of these highly competitive trials that any rose has ever been judged best by every single judge in every part of the country. It is something of a record in itself that a red rose could win such acclaim, for there are many red roses, and good ones, too. Chrysler Imperial surpasses them all!

The fragrant flowers are from 4½ to 5 inches across when fully open, and are borne singly on sturdy, long stems, ideal for cutting. The buds are a joy to behold, opening very slowly but never failing to open, and revealing new depths of rich crimson red color as each petal unfurls.

Heavy, dark green foliage borne well to the base of the plant, combined with compact, well-balanced bushes make it a handsome garden shrub, even without its marvelous flowers.

This new rose was bred from Charlotte Armstrong and Mirandy, and it truly represents the peak of Dr. Walter E. Lammerts' impressive career as a rose breeder. \$3.00 each; 3 for \$7.95

WELCOME TO GOLDEN STATE NURSERIES

To My Friends and Customers:

First, I would like to offer my sincere and heartfelt thanks for the many orders received this past season, our first year in Atlanta. We were certainly pleased with the many letters and comments from our customers commending the well-branched tops, the uniformity of the root systems, and the good condition of the plants upon arrival. The fine quality of Northern California grown plants surpasses that of roses grown in any other section of the country.

It is with a great deal of pleasure that I bring you this new 1953 catalog, in which you will find many of your favorites from past years as well as some brand new roses such as the 1953 AARS winners, Chrysler Imperial and Ma Perkins. Make your selections for the coming year, and to insure getting each variety you want, send your order in early. You will receive the best plants, in the best ready-to-grow condition you have ever seen.

We have hundreds of roses in bloom during the spring, summer and fall at our nursery at 3616 Roswell Road, and we cordially invite you to come to see the colorful display. Growing roses is a wonderful pleasure both for you who raise the plants in your garden and for all who come to gaze with admiration on the glory of the flowers. We wish you a full quota of fragrance and beauty for the coming year.

Yours for Better Roses,

Jay Otto Herring

COLORED MOVIES

We have prepared several hundred feet of colored movies, showing field scenes, closeups of some of the new varieties, Dr. Walter E. Lammerts actually hybridizing in his garden. We will be glad to show this film to your garden group or groups, along with a 30 to 45 minute talk on roses by Mr. Herring. Write for particulars. There will be no charge for this service; all we ask is that 35 or more people be present.

OUR GUARANTEE TO YOU

We ship only top quality, No. 1 grade plants. Each and every variety is unconditionally guaranteed to be true to name and class and to reach you in perfect condition. Each plant is guaranteed to live and bloom the next normal blooming season after planting.

FURTHERMORE we guarantee your complete satisfaction. If you are dissatisfied with any plant or plants, please notify us and we will replace free of any charge and you may KEEP the plants.

Please accept YOUR RESPONSIBILITY. We will send you Dr. Walter E. Lammerts' own planting, feeding and cultural instructions with each shipment of NOR-CAL roses. Follow these and be rewarded with strong, healthy plants and a profusion of lovely blooms.

TIME OF SHIPMENT

Roses reach us from our Northern California growing fields about December 1, and we begin making shipments immediately to customers whose orders are waiting. Shipping continues until April 15, and orders are filled in rotation as received. If you wish to have us ship your roses on a certain date, please specify on your order sheet and we will do our best to have them in the mail on that day.

HOW TO ORDER

Because of the cost of packing mail orders we must ask that you add 35c for handling if your order amounts to less than \$2.50.

All allowable discounts have been listed. 3 of a kind discount applies only when 3 or more of one variety are ordered. 10 plant discount on standard roses only on unbroken bundles of 10 plants of one variety. Send check or money order with your order.

We will make no mislabeled substitutions. If a variety ordered is sold out we will substitute another rose as near like it as possible, of equal or greater value. Each plant will bear its CORRECT NAME.

All NOR-CAL ROSES are shipped postpaid.

Georgia customers add 3% sales tax.

JOIN THE AMERICAN ROSE SOCIETY

You are most cordially invited to become a member of the American Rose Society, a non-profit organization, serving rose lovers everywhere with numerous publications filled with interesting articles and advisory counsel. We will be glad to send you an application blank, or write directly to the American Rose Society, Harrisburg, Penna. Membership dues are just \$4.50 a year.

Roses

FRED HOWARD (Howard)



(Pat. 1006) A year's experience with this rose, the top winner in 1952, fully confirms the opinion of the experts who selected it. Everyone admires the big, vigorous plants with their wonderful foliage, the very long stems, total lack of clustered blooms, and the incredible length of time each flower holds in perfect condition. It has long, rich yellow buds tipped with delicate light pink, opening into full double, high centered, beautifully formed flowers. Non-fading and distinctly different from Peace.

\$2.50 each; 3 for \$6.60

HELEN TRAUBEL (Swim)



(Pat. 1028) The color of this new 1952 introduction varies with the weather, from a light, sparkling pink to a gorgeous, luminous apricot. The unusually large, long buds, magnificent half-open to full-open flowers, displaying the attractiveness of all its lovely color, will delight everyone who sees it in your garden. Exceptionally large, vigorous plants.

\$2.75 each; 3 for \$7.20

Collection No. 3

NEW ROSES

It has taken centuries of breeding to reach the stage of perfection represented by these three newest All-America winners. They are the supreme hybrid teas.

CHRYSLER IMPERIAL

FRED HOWARD HELEN TRAUBEL

One each of the above 3 roses, value \$8.25 for..... **\$7.25**

FRED
HOWARD



All Nor-Cal
Roses Are
Guaranteed to
Live and Bloom



HELEN TRAUBEL

MA PERKINS



MA PERKINS



The 1953 All-America winner in the floribunda class. Fully described on page 12.

OUR ROSES ARE GROWN IN NORTHERN CALIFORNIA

THE FINEST ROSES FOR THE SOUTHLAND

CHARLES MALLERIN

(Pat. 933) Have you been looking for a big, dark, midnight red rose to take the place of Night or one of the other deep reds that have so many flaws? Well, here's the one for you. Extremely velvety, black-red petals, broad, heavy and flaring make a thrilling rose; the fragrance is rich and satisfying. Best of all, in spite of its depth of color it does not blue with age. The recipient of many awards in England and France, this is a modern type hybrid tea with fine vigor, good foliage, and a good record for disease resistance.

\$2.50 each; 3 for \$6.60

RUBAIYAT



(Pat. 758) The only 1947 AARS award winner. A rose of brilliant rose-pink to cerise-red, with long, tapering buds opening to a glorious, bright cerise-red on the upper side of the petals and a lighter shade on the reverse side. It carries a wealth of Old Rose fragrance. Plants are luxuriant, extremely hardy, and disease resistant. This is one of our favorites.

\$1.75 each; 3 for \$4.65

SUZON LOTTHE

(Pat. 934) While inspecting our roses in their growing fields in Northern California this season we were impressed all over again with the rare beauty of this flower. The buds are peach colored, and yet as the flower unfolds the petals are pearl-pink flushed with deeper pink at the edges. This is a great, big flower, and a deliciously fragrant one. Large, heavy, disease resistant foliage and plants. Long stems.

\$2.50 each; 3 for \$6.60

Collection No. 4

You will find it hard to select three more varied roses than those pictured on this page, with the extremely deep red of CHARLES MALLERIN, the high, bright, cerise-red of RUBAIYAT, and the delicacy of the variable pink petals of SUZON LOTTHE. We offer these three as a collection.

One plant each,

value \$6.75.....

\$5.90



CHARLES MALLERIN



RUBAIYAT



SUZON LOTTHE

NORTHERN CALIFORNIA GROWN ROSES

Our rose fields are located in Northern California because it is in this area that Nature combines all the elements to make the world's finest rose bushes.

GOLDEN STATE NURSERIES

Northern California Grown Roses

P. O. BOX 73 NORTHSIDE BRANCH

ATLANTA, GEORGIA

Name.....Date.....
(Please print clearly)

Street (or R.D.).....

City.....Zone No.....State.....

Express Office.....
(If different from P. O.)

NOTICE: We will make every effort to fill your order exactly as you want it, but if we are sold out of a variety we will substitute a similar one of equal or greater value unless you forbid us to do so by marking this box. NO SUBSTITUTIONS ☐

AMOUNT ENCLOSED

\$.....

Check ☐ Money Order ☐

ORDER EARLY

In case of shortages it's "first come, first serve."

DATES OF SHIPMENT

Roses are shipped between Dec. 1 and April 15 only.

Quantity	HYBRID TEAS	Each	3 For	Total
.....	Better Times	1.25
.....	Blanche Mallerin	2.00	5.25
.....	Capistrano	2.25	6.00
.....	Carrousel	2.00	5.25
.....	Charles Mallerin	2.50	6.60
.....	Charlotte Armstrong	2.00	5.25
.....	Christopher Stone	1.25
.....	Chrysler Imperial	3.00	7.95
.....	Countess Vandal	1.25
.....	Crimson Glory	1.75	4.65
.....	Debonair	1.75	4.65
.....	Eclipse	1.75	4.65
.....	Editor McFarland	1.25
.....	Enchantment	2.00	5.25
.....	Etoile de Hollande.....	1.25
.....	Forty-niner	2.25	6.00
.....	Fred Howard	2.50	6.60
.....	Golden Sceptre	2.50	6.60
.....	Happiness	2.50	6.60
.....	Helen Traubel	2.75	7.20
.....	Hill Top	1.75	4.65
.....	Kaiserin Auguste Viktoria.....	1.25
.....	Katherine T. Marshall.....	1.75	4.65
.....	Lowell Thomas	2.00	5.25
.....	Mark Sullivan	1.50	3.90
.....	Mirandy	2.00	5.25
.....	Mission Bells	2.25	6.00
.....	Mrs. Miniver	2.50	6.60
.....	Mrs. P. S. du Pont.....	1.25
.....	New Yorker	2.00	5.25
.....	Peace	2.50	6.60
.....	Poinsettia	1.25
.....	President Hoover	1.25
.....	Radiance	1.25
.....	Red Radiance	1.25
.....	Rex Anderson	1.75	4.65
.....	Rose of Freedom.....	1.75	4.65
.....	Rubaiyat	1.75	4.65
.....	Show Girl	1.75	4.65
.....	Sierra Glow	1.75	4.65
.....	Sutter's Gold	2.25	6.00
.....	Suzon Lotthe	2.50	6.60
.....	Sweet Sixteen	1.75	4.65
TOTAL				

Quantity	HYBRID TEAS	Each	3 For	Total
.....	Symphonie	2.50	6.60
.....	Taffeta	1.75	4.65
.....	Talisman	1.25
.....	Tallyho	2.00	5.25

FLORIBUNDAS

.....	Crimson Rosette	1.75	4.65
.....	Fantastique	1.50	3.90
.....	Fashion	2.00	5.25
.....	Floradora	1.25
.....	Geranium Red	1.50	3.90
.....	Kathy Fiscus	1.75	4.65
.....	Ma Perkins	2.25	6.00
.....	Pink Rosette	1.75	4.65
.....	Pinocchio	1.50	3.90
.....	Red Pinocchio	1.50	3.90
.....	Summer Snow	1.50	3.90
.....	The Fairy	1.25
.....	Vogue	2.25	6.00
.....	World's Fair	1.50	3.90
.....	Yellow Pinocchio	1.50	3.90

CLIMBING ROSES

.....	Blaze	1.25
.....	Cl. Crimson Glory.....	2.00	5.25
.....	Descanso Pillar	2.50	6.60
.....	Cl. Etoile de Hollande.....	1.25
.....	Cl. Goldilocks	2.50	6.60
.....	High Noon	2.25	6.00
.....	Paul Scarlet Climber.....	1.25
.....	Cl. Peace	2.50	6.60
.....	Cl. Picture	2.00	5.25
.....	Cl. Show Girl.....	2.00	5.25
.....	Cl. Summer Snow.....	2.00	5.25
.....	Cl. Talisman	1.25

COLLECTIONS (Order by number)

.....
.....
.....
.....

MISCELLANEOUS ITEMS

.....
.....
.....
.....

Georgia Customers Add 3% Sales Tax

TOTAL

THIS FLAP IS GUMMED, READY TO SEAL
NO ENVELOPE NECESSARY
FOLD, SEAL AND STAMP

Shipping Dates for Roses
December 1 to April 15

FOLD ON THIS LINE

USE
LETTER
POSTAGE
HERE

FROM

Golden State Nurseries
P. O. BOX 73, NORTHSIDE BRANCH
Atlanta, Georgia

FOLD ON THIS LINE

Remember to order
DESCANSO PLANT FOOD
for your roses

FOLD ON THIS LINE

Send Full Payment

No C.O.D.'s



DEBONAIR



CAPISTRANO



CRIMSON GLORY

Collection No. 1

MR. HERRING'S FAVORITE DOZEN FOR 1953

This careful selection places special emphasis on four of the greatest roses for the South. By planting 3 of a kind together you make a fine block of color with each variety.

3 Peace

3 Sierra Glow

3 Charlotte Armstrong

3 New Yorker

Three Nor-Cal supreme quality plants of each of the above 4 roses—12 plants in all, value \$24.75 **\$21.65**

DEBONAIR

(Pat. 677) Created by Dr. Walter E. Lammerts, Debonair is outstanding because of the beauty and perfection of its buds and the excellence of its vigorous and glossy foliage. The buds are tightly rolled, of a rich Mimosa yellow color, and open into many-petaled, high-centered full blooms of Primrose yellow, becoming even more delicate as the petals unfold. It carries the rich fragrance we have missed in some of the recent roses. The plants are heavily clothed in foliage, being dark green, semi-glossy and strongly mildew resistant. You'll be astonished and pleased at the number of flowers you can cut during the course of a season from these plants, for they seem never to be out of bloom.

\$1.75 each; 3 for \$4.65

CAPISTRANO

(Pat. 992) An excellent example of the superiority of the newer roses, Capistrano has one of the most vigorous, large, heavy-foliaged plants ever seen. The exceptionally fragrant blooms are produced on long, straight, sturdy stems, retaining their glorious rose-pink color right to the end.

\$2.25 each; 3 for \$6.00

CRIMSON GLORY

(Pat. 105) For many years this variety has maintained its commanding popularity, and this is partly due to its reputation of having the most beautifully formed buds of all the red roses. Deep velvety crimson blooms are produced abundantly on low growing, bushy plants. In addition to its exquisite formation, it has been voted the most fragrant rose by the American Rose Society. Its dependability, as well as its beauty, makes it a "must" for your rose garden.

\$1.75 each; 3 for \$4.65

Collection No. 5

DEBONAIR

CAPISTRANO

CRIMSON GLORY

One each of the 3 roses pictured on this page, all unusually fragrant varieties—value \$5.75 for just. **\$5.00**



GOLDEN
SCEPTRE



SHOW GIRL



MISSION BELLS

Collection No. 6

We offer the three fine roses pictured on this page as a collection with a reduced price.

**SHOW GIRL
GOLDEN SCEPTRE
MISSION BELLS**

One each of these three, regular value, \$6.50 for just

\$5.75

CARROUSEL

(Pat. 1066) We liked Carrousel when we first saw it, and recommended it strongly to our friends when it was introduced last year. The really remarkable enthusiasm with which it has been received in every garden it has entered leads us to call it especially to your attention again. This fine rose is, strictly speaking, a floribunda, but it has such large, 3 to 4 inch blooms and such wonderful form to the flowers that we list it among the hybrid teas. The color is a non-fading, dark red which never blues, even in the hottest weather. The petals drop cleanly from old flowers. The plants are bushy, vigorous, and free of mildew. It's just a very fine rose, with clusters of flowers all season long—good for specimen plants or for hedge-type planting. Try it!

\$2.00 each; 3 for \$5.25

GOLDEN SCEPTRE

(Pat. 910) According to Dr. Lammerts this is the best yellow rose of all time, combining a vivid, golden yellow color with an urn-shaped bud. A good vigorous plant with lovely glossy foliage, too.

\$2.50 each; 3 for \$6.60

SHOW GIRL

(Pat. 646) Bred by Dr. Lammerts and introduced in 1944, Show Girl has acquired world-wide honors. Long, almost carmine-colored buds open to a heavy-textured, elusively fragrant flower of rapturous pink. One of the distinctive characteristics of this variety is the fact that these lovely buds are among the very largest of all roses, and yet they are perfect in form and hold well when cut. Canes are large and sturdy and satisfyingly productive.

\$1.75 each; 3 for \$4.65

MISSION BELLS

(Pat. 923) Large, tapering, fiery salmon buds open to perfect blooms of clear salmon-pink, strongly on the salmon side. Wonderful tea-rose fragrance, long stems for cutting and beautiful, heavily branched bushes combined with the unique color made this rose an All-America award winner for two successive years in 1950 and 1951.

\$2.25 each; 3 for \$6.00

DECANSO PLANT FOOD

Our friends have found that the Decanso Plant Food we brought to them for the first time last year has made fertilizing both easier and more effective than ever before in their gardens. The unique feature of foliage feeding along with root feeding has attracted many people. We think, too, that the sprinkling-can technique has encouraged more frequent feeding in less massive doses, and resulted in better plants and flowers. See opposite page 13 for details and prices for this easy-to-use, highly concentrated fertilizer.

NORTHERN CALIFORNIA IS THE SOURCE OF THE WORLD'S FINEST ROSE BUSHES

SYMPHONIE

(Pat. 958) Broad, deep, heavy blooms of an incredibly brilliant carmine-rose are borne on strong stems and shapely, upright plants. These very bright flowers have a fascinating undertone of silver which is particularly noticeable on the backs of the petals, but occasionally a line of silver even appears on the petal edge. This gives the blooms a crystalline appearance which is as attractive as it is different. Immensely fragrant.

\$2.50 each; 3 for \$6.60

ECLIPSE

(Pat. 172) It can truthfully be said of this beautifully streamlined, modern rose that it has the most exquisite bud in all rosedom, often exceeding two inches in length. Abundant brilliant golden yellow blooms will be produced on vigorous, healthy, branching plants with attractive disease resistant, green foliage.

\$1.75 each; 3 for \$4.65

TALLYHO

(Pat. 828) Plant is strong in every way—tall, vigorous, free-branching, with dark green, disease resistant, leathery foliage and a multitude of blooms. Flowers richly colored with Tyrian rose on inside of petals, accented by a stronger crimson on reverse. Buds and open flowers are perfect. Very fragrant.

\$2.00 each; 3 for \$5.25

NOR-CAL ROSES

Because of a fortunate combination of climate, soil and length of growing season, roses grown in Northern California make the world's finest plants.

Why not start out with the best in your garden? They cost no more.

Collection No. 7

We think you'll like the way the four roses illustrated on this page go together in your garden, so we are offering them here as a collection at a special price.

Eclipse
Symphonie

Tallyho
Mrs. Miniver

One plant each of these four
value \$8.75, for.....

\$7.65

MRS. MINIVER

(Pat. 725) Cardinal-red, cup-shaped, 5½ to 6 inch blooms open with sweet fragrance from pointed, dark carmine buds. Besides the very large size of the flowers, the blooms have an added attraction in the graceful ruffling of the petals. You'll like it!

\$2.50 each; 3 for \$6.60



ECLIPSE



SYMPHONIE



MRS. MINIVER

**All Nor-Cal
Roses Are
Postpaid
to You**



TALLYHO

OUR ROSES ARE GROWN IN NORTHERN CALIFORNIA



PEACE

SEVEN OF THE FINEST ROSES FOR THE SOUTH

Collection No. 2

The seven roses pictured on these two pages represent in our opinion the widest range of color, the greatest dependability, and the most perfect adaptability to southern gardens. Each is a top favorite—the standard by which other roses are judged.

PEACE — FORTY-NINER — SIERRA GLOW — NEW YORKER
 REX ANDERSON — CHARLOTTE ARMSTRONG — SUTTER'S GOLD
 One plant each of the seven wonderful roses named above, value \$14.50, for only **\$12.75**

PEACE

(Pat. 591) One picture cannot describe this truly magnificent rose. The color varies from day to day and throughout the blooming season. The buds are golden yellow with a flash of pink along the edges of the petals. The flowers open very slowly, giving long lasting blooms that show delicate tints of yellow and pale gold. The plant is as remarkable as the blooms, with long straight, strong stems and handsome, shining, dark green foliage.

\$2.50 each; 3 for \$6.60

NEW YORKER

(Pat. 823) There's going to be a battle royal over the title of "Best Red Rose of All Time" which the New Yorker has held to this year. Only time and the verdict of thousands of gardeners will tell whether the new Chrysler Imperial can displace it. Flowers are huge, bright red, and abundant throughout the growing season. Non-fading. Vigorous.

\$2.00 each; 3 for \$5.25

REX ANDERSON

(Pat. 335) Perfectly formed, slow-opening, pure ivory-white blooms make this fine rose a leader among the whites. Plants are disease resistant, 2 to 2½ ft. tall.

\$1.75 each; 3 for \$4.65



CHARLOTTE ARMSTRONG

CHARLOTTE ARMSTRONG

(Pat. 455) There has to be a "best of all," and Charlotte Armstrong, in most people's opinion, is that rose. It is by far the most popular variety in the South. Long, shapely carmine buds, and gorgeous cerise flowers of perfect form and giant size. This rose has been Dr. Lammerts' greatest triumph; it deserves a place in every garden.

\$2.00 each; 3 for \$5.25

SUTTER'S GOLD

(Pat. 885) Truly a great rose, with exquisite, long pointed buds of rich yellow, shaded with orange and red, borne on long, strong stems, excellent for cutting. Big, lusty plants with disease-resistant foliage. Spicy fragrance.

\$2.25 each; 3 for \$6.00

SIERRA GLOW

(Pat. 521) We strongly urge you to plant this rose. It has received only moderate publicity in the country as a whole, so many gardeners have missed seeing it, but in southern gardens it reaches a perfection which is absolutely marvelous. In the center of the bloom and at the base of the petals is a most unusual tan shade, while the outer petals are a beautiful silvery pink. High-centered and lovely at every stage; long-lasting on the plant or when cut. Spicy old rose fragrance. Created by Dr. Lammerts.

\$1.75 each; 3 for \$4.65



SIERRA GLOW

FORTY-NINER

(Pat. 792) By far the most startling of all the bi-colors. Inside of petals is a very pronounced oriental red, outside chrome to straw yellow, forming a startling contrast. Plant is tall and upright, branching moderately, with straight, sturdy stems and very few thorns. Mildly fragrant.

\$2.25 each; 3 for \$6.00



FORTY-NINER

Collection No. 8

Consider the four roses pictured on this page. These are all varieties of outstanding merit in their color class and even if you already have one or two of them they are the sort of rose you want in duplicate in your garden.

PEACE
 SIERRA GLOW
 FORTY-NINER
 NEW YORKER

One each of these four fine roses, value \$8.50, for just

\$7.45



NEW YORKER

Collection No. 9

Here's a chance to add another Charlotte Armstrong to your garden and at the same time acquire three other top favorites at a special price. This collection includes all the roses pictured on this page.

CHARLOTTE ARMSTRONG
 REX ANDERSON
 SUTTER'S GOLD
 NEW YORKER

One each of these four fine roses, value \$8.00, for just

\$7.00



SUTTER'S GOLD

OUR ROSES ARE GROWN IN NORTHERN CALIFORNIA



MIRANDY

MIRANDY



(Pat. 632) Created by Dr. Lammerts and an AARS Award winner for 1945, it is a real man's rose, with big long pointed buds of deep rich red, with black shadings. This rose is at its peak of glory during the summer and early fall, when most varieties suffer from heat; its color and form are less attractive in cold, wet weather. Vigorous and free branching. Rich, full-bodied fragrance.

\$2.00 each; 3 for \$5.25

KATHERINE T. MARSHALL



(Pat. 607) Chosen by experts as one of the 10 best roses of all time, this lovely, glowing pink beauty combines beautiful buds with excellent fragrance, and unusually robust plant growth.

\$1.75 each; 3 for \$4.65

LOWELL THOMAS



(Pat. 595) Absolute reliability combined with a steady succession of blooms all season long, make Lowell Thomas well-loved in the Southland. Buds are long and well-formed, of a bright golden yellow. The open flower is of a delicate, light yellow which serves as a charming contrast to some of the strong reds and pinks in your rose garden.

\$2.00 each; 3 for \$5.25

HAPPINESS

(Pat. 911) Brilliant, flaming red blooms with amazing substance and texture in the petals. The introducer says, "Firm and heavy, like highly polished, dark red leather." You'll like the vivid color, and the fact that while it changes to carmine-crimson as it matures it does not blue. The fully open flower is a unique sight, with rolled and pointed petals surrounding the high center. Fine for cutting, with long stems.

\$2.50 each; for \$6.60



KATHERINE T. MARSHALL

Collection No. 10

Like them all? Then here's a special offer for you. All the roses pictured on this page:

MIRANDY
HAPPINESS

KATHERINE T. MARSHALL
LOWELL THOMAS

Four plants in all,
value \$8.25, for just.....

\$7.25



LOWELL THOMAS



HAPPINESS

ROSE OF FREEDOM

(Pat. 791) A rose with lots of thick, heavy foliage to make an attractive plant, and a plentiful supply of flowers which start as rich cardinal red buds and open to very double rose red blooms. It carries an unusually heavy, penetrating and sweet rose fragrance.

\$1.75 each; 3 for \$4.65

HILL TOP

(Pat. 525) The color at opening is a deep buff, and the heart of the flower holds that shade while the outer edges of the petals turn to a pale pinkish buff. A very free blooming variety, and a clean, strong grower.

\$1.75 each; 3 for \$4.65

SWEET SIXTEEN

(Pat. 631) Another in Dr. Lammerts' long list of achievements, Sweet Sixteen is just as fresh and enchanting as a Southern Belle in her first blush of womanhood. Flawless pink petals, with a hint of rose in the background, and a touch of golden sunlight at the base. Fragrant, of course, and at its zestful peak in the spring and fall. The form, you may be sure, is perfect.

\$1.75 each; 3 for \$4.65



SWEET SIXTEEN



ROSE OF FREEDOM

*All Nor-Cal Roses
Are Postpaid
to You*

MARK SULLIVAN

(Pat. 599) A rose of dazzling color! The buds are golden yellow, heavily veined with rose-pink and cerise; the open flowers make a magnificent display of color. Strong growing plant with dark green foliage. This rose really does its best in the warm weather when other kinds are reduced in number and size of bloom.

\$1.50 each; 3 for \$3.90

TAFFETA



(Pat. 716) No one picture can possibly describe Taffeta. It is as changing in its colors as the cloth for which it is named. As the season progresses this Dr. Lammerts marvel varies from a carmine-rose bud with a begonia-rose flower through infinite grades of rose-pink, salmon and apricot, always with a delicious fragrance and a new marvel to delight the eye.

\$1.75 each; 3 for \$4.65

ENCHANTMENT

(Pat. 737) An enchanting array of colors in each flower, beginning with apricot and yellow buds, opening to peach-pink flowers with a touch of yellow at the base of the petals. Attains a great big 6 inches in diameter and keeps right on producing all season long. The plants are 2 to 3 feet high with plenty of dark green, disease resistant foliage.

\$2.00 each; 3 for \$5.25

BLANCHE MALLERIN

(Pat. 594) Good white roses are few and far between, but Blanche Mallerin fills that need with distinction. Pure white, fragrant, and well-formed both in bud and flower. Plants are upright, and produce strong, wiry flower stems.

\$2.00 each; 3 for \$5.25



Collection No. 11

This collection includes the three roses illustrated on this page. They are varieties which are not so well known as some, but which have distinct character to add to your garden.

TAFFETA

SWEET SIXTEEN

ROSE OF FREEDOM

One each of these three
value \$5.25

\$4.60

FLORIBUNDA ROSES

Famous Nor-Cal Quality Plants

PLANT FLORIBUNDAS for more garden color. They are hardy, vigorous and disease resistant. Used as borders, backgrounds, hedges or foundation plantings they will give your garden a mass of solid clusters of riotous color throughout the blooming season.

MA PERKINS



(P.A.F.) The brand new All-America award winner for 1953, Ma Perkins is illustrated on page 3. Like other recent winners, it has a vigorous, disease resistant plant as well as beautiful flowers. The buds are coral flushed red, while the open flowers are coral suffused yellow until maturity when the entire flower becomes shell pink. Fragrant.

\$2.25 each; 3 for \$6.00

PINOCCHIO

(Pat. 484) Extremely hardy, hundreds of salmon and pink flowers on every bush, stealing the show in any garden. Vigorous and easy to grow.

\$1.50 each; 3 for \$3.90

RED PINOCCHIO

(Pat. 812) Clusters of long-lasting, unfading rich scarlet flowers, combining best qualities of Pinocchio and Donald Prior. Vigorous and hardy.

\$1.50 each; 3 for \$3.90



RED PINOCCHIO



PINK ROSETTE

PINK ROSETTE

(Pat. 902) Large, open clusters of distinctive style flowers are borne in very great profusion all season long. The buds and open blooms are of a delightful pink color, but the form of the flower with its tight rosette of 50 or more petals and its formal yet delicate appearance will be the characteristic that wins and holds your admiration.

\$1.75 each; 3 for \$4.65

CRIMSON ROSETTE

(Pat. 901) The companion flower to Pink Rosette, described above, this one has identical form and free blooming characteristics but with a brilliant crimson color. A hedge planting of these two roses, alternating every other plant is a sight to behold.

\$1.75 each; 3 for \$4.65

CARROUSEL (Please turn to page 6 for description).

NEW FLORIBUNDA COLLECTION

Collection No. 12

Here are the newest achievements in floribundas.

MA PERKINS

CARROUSEL

VOGUE

One each of these

three, value \$6.50.....

\$5.75

DESCANSO PLANT FOOD

This remarkable fertilizer, particularly effective for roses, is not only rich in food value, but it is extremely easy to apply. Rapidly and fully soluble in water, you simply dissolve the required amount and apply with an ordinary sprinkling can. One pound makes 75 gallons of nutrient solution! Can be sprayed through proportioners. Your roses deserve the best; give them Descanso Plant Food.

1 lb. \$1.15 postpaid

5 lbs. \$3.95 postpaid

25 lbs. \$12.50 postpaid

GOLDEN STATE NURSERIES

Northern California Grown Roses

P. O. BOX 73 NORTHSIDE BRANCH

ATLANTA, GEORGIA

Name.....Date.....
(Please print clearly)

Street (or R.D.).....

City.....Zone No.....State.....

Express Office.....
(If different from P. O.)

NOTICE: We will make every effort to fill your order exactly as you want it, but if we are sold out of a variety we will substitute a similar one of equal or greater value unless you forbid us to do so by marking this box. NO SUBSTITUTIONS ☐

AMOUNT ENCLOSED

\$.....

Check ☐ Money Order ☐

ORDER EARLY

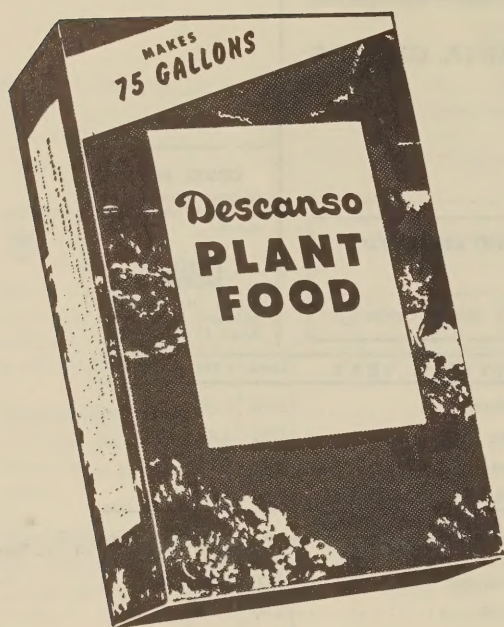
In case of shortages
it's "first come, first
serve."

DATES OF SHIPMENT

Roses are shipped
between Dec. 1 and
April 15 only.

Quantity	HYBRID TEAS	Each	3 For	Total
.....	Better Times	1.25
.....	Blanche Mallerin	2.00	5.25
.....	Capistrano	2.25	6.00
.....	Carrousel	2.00	5.25
.....	Charles Mallerin	2.50	6.60
.....	Charlotte Armstrong	2.00	5.25
.....	Christopher Stone	1.25
.....	Chrysler Imperial	3.00	7.95
.....	Countess Vandal	1.25
.....	Crimson Glory	1.75	4.65
.....	Debonair	1.75	4.65
.....	Eclipse	1.75	4.65
.....	Editor McFarland	1.25
.....	Enchantment	2.00	5.25
.....	Etoile de Hollande	1.25
.....	Forty-niner	2.25	6.00
.....	Fred Howard	2.50	6.60
.....	Golden Sceptre	2.50	6.60
.....	Happiness	2.50	6.60
.....	Helen Traubel	2.75	7.20
.....	Hill Top	1.75	4.65
.....	Kaiserin Auguste Viktoria	1.25
.....	Katherine T. Marshall	1.75	4.65
.....	Lowell Thomas	2.00	5.25
.....	Mark Sullivan	1.50	3.90
.....	Mirandy	2.00	5.25
.....	Mission Bells	2.25	6.00
.....	Mrs. Miniver	2.50	6.60
.....	Mrs. P. S. du Pont	1.25
.....	New Yorker	2.00	5.25
.....	Peace	2.50	6.60
.....	Poinsettia	1.25
.....	President Hoover	1.25
.....	Radiance	1.25
.....	Red Radiance	1.25
.....	Rex Anderson	1.75	4.65
.....	Rose of Freedom	1.75	4.65
.....	Rubaiyat	1.75	4.65
.....	Show Girl	1.75	4.65
.....	Sierra Glow	1.75	4.65
.....	Sutter's Gold	2.25	6.00
.....	Suzon Lotthe	2.50	6.60
.....	Sweet Sixteen	1.75	4.65
TOTAL			

Quantity	HYBRID TEAS	Each	3 For	Total
.....	Symphonie	2.50	6.60
.....	Taffeta	1.75	4.65
.....	Talisman	1.25
.....	Tallyho	2.00	5.25
FLORIBUNDAS				
.....	Crimson Rosette	1.75	4.65
.....	Fantastique	1.50	3.90
.....	Fashion	2.00	5.25
.....	Floradora	1.25
.....	Geranium Red	1.50	3.90
.....	Kathy Fiscus	1.75	4.65
.....	Ma Perkins	2.25	6.00
.....	Pink Rosette	1.75	4.65
.....	Pinocchio	1.50	3.90
.....	Red Pinocchio	1.50	3.90
.....	Summer Snow	1.50	3.90
.....	The Fairy	1.25
.....	Vogue	2.25	6.00
.....	World's Fair	1.50	3.90
.....	Yellow Pinocchio	1.50	3.90
CLIMBING ROSES				
.....	Blaze	1.25
.....	Cl. Crimson Glory	2.00	5.25
.....	Descanso Pillar	2.50	6.60
.....	Cl. Etoile de Hollande	1.25
.....	Cl. Goldilocks	2.50	6.60
.....	High Noon	2.25	6.00
.....	Paul Scarlet Climber	1.25
.....	Cl. Peace	2.50	6.60
.....	Cl. Picture	2.00	5.25
.....	Cl. Show Girl	2.00	5.25
.....	Cl. Summer Snow	2.00	5.25
.....	Cl. Talisman	1.25
COLLECTIONS (Order by number)				
.....
.....
.....
.....
MISCELLANEOUS ITEMS				
.....
.....
.....
.....
Georgia Customers Add 3% Sales Tax				TOTAL
			



Descanso PLANT FOOD

Working with roses for so many years in such an intimate way naturally gives Dr. Lammerts detailed knowledge of the kind of food roses like best. Since no fertilizer on the market completely satisfied his requirements, he has made his own, calling it DECANSO PLANT FOOD.

This remarkable fertilizer is economical (just one pound makes 75 gallons of liquid fertilizer), from 20% to 300% richer in nitrogen than standard brands, and it contains important elements frequently left out of inferior types. Easily and completely dissolved in water, one pound is equal in food value to 20 sacks of steer manure! You can fertilize 1000 sq. ft. from one pound package, applying with any ordinary sprinkling can, or through your garden hose with the proportioner described below. Sprinkle the solution over the whole plant. The recent and astonishing news that nutrients are absorbed directly by foliage as well as through roots makes this liquid application technique doubly effective.

The finest roses deserve the finest food, and produce more and better flowers for you in gratitude for this attention. Also good for lawns, trees and shrubs.

1 lb. \$1.15 Postpaid

5 lbs. \$3.95 Postpaid

25 lbs. \$12.50 Postpaid

Hayes' Superior GARDEN EQUIPMENT

HAYES 6 SPRAY GUN

This fine sprayer attaches to your garden hose, automatically mixing and applying up to 6 gallons of spray with a single loading. Your water pressure does all the work—no mixing of heavy tankloads of spray, no tiresome pumping. Adjustable nozzle, fine, forceful, fan-shaped spray, either for close range or to the treetops. **\$9.95 Postpaid**



HAYES 6 SPRAY GUN

SPRINKL-AIR NOZZLE

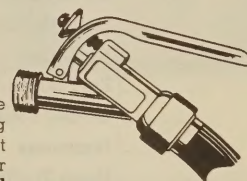
Delivers full volume of aerated water without force. Fine drops like gentle rain—ideal for new lawns or anywhere hard streams of water are to be avoided. **\$1.25 Postpaid**

HAYES PROPORTIONER

Sucks liquid fertilizer or other similar material into garden hose, at a proportion of 10 parts water to 1 part special solution. Ideal for Descanso Plant Food application, with Sprinkl-Air Nozzle. **\$2.75 Postpaid**

TIP-OFF HOSE VALVE

It's on—off—full or reduced volume all at your finger tips without going back to the faucet each time you want to change. Works with nozzles, water wands, sprayers, etc. **\$2.75 Postpaid**



TIP-OFF HOSE VALVE

HAYES FERTL-RAIN

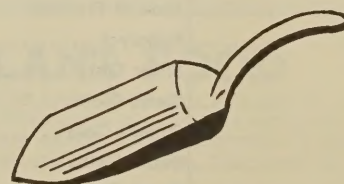
For application of lawn moth control, insecticides, weed killers, fungicides, liquid fertilizer, etc. Attaches to your garden hose and applies at ratio of 1 to 120—the equivalent of 15 gals. of spray to one loading. **\$3.95 Postpaid**



HAYES FERTL-RAIN

NO BLIST'R TROWEL

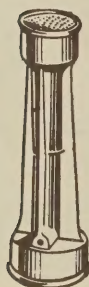
Scientifically designed to be easy on the hands, with curved handle and special velvet grip to prevent blisters. Rustproof and practically indestructible. **\$1.45 Postpaid**



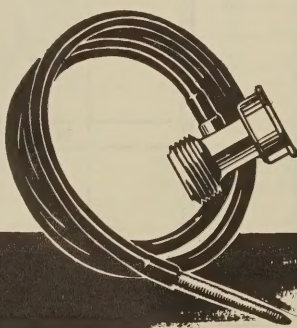
NO BLIST'R TROWEL

COMBINATION OFFER

Since the Sprinkl-Air Nozzle and Hayes Proportioner work so perfectly together, we offer them together at a discount to encourage their combined use. One of each... **\$3.25 Postpaid**



SPRINKL-AIR NOZZLE



HAYES
PROPORTIONER
←



WORLD'S FAIR

Floribundas Give Abundant Bloom

WORLD'S FAIR

(Pat. 362) Continuous clusters of velvety, scarlet flowers from early spring to late fall, when they turn to dark maroon. Healthy, bushy plants. \$1.50 each; 3 for \$3.90

FASHION

(Pat. 789) Hundreds of roses on a single plant, borne in clusters continuously through the season. The color is coral-pink, suffused gold.

\$2.00 each; 3 for \$5.25; 25 for \$40.00

FLORADORA

(Pat. 362) Clusters of 8 to 12 exquisitely formed buds of glowing orange-scarlet, open to full double camellia-like flowers. Showy, vigorous and prolific.

\$1.25 each; 10 for \$10.00

GERANIUM RED

(Pat. 811) Picture a camellia-shaped rose with color and fragrance of an old-fashioned red geranium! Prolific, hardy and bushy.

\$1.50 each; 3 for \$3.90; 25 for \$30.00

FANTASTIQUE

(Pat. 574) A Hybrid Tea universally used as a Floribunda because of its growing and blooming habits. Unique two-tone yellow and carmine.

\$1.50 each; 3 for \$3.90



YELLOW PINOCCHIO

YELLOW PINOCCHIO

(Pat. 992) Another member of the famous Pinocchio family, and the only yellow floribunda we offer. It is sturdy, free-flowering, healthy, and 3 feet tall, with a solid mass of bright apricot-yellow flowers at its peak of bloom. Easy to grow and dependable, this is the best yellow we know of in the floribunda class.

\$1.50 each; 3 for \$3.90

Collection No. 13

Deep red, bright yellow and vivid cherry-coral—that's the combination offered here. This collection includes the three fine floribundas illustrated on this page:

**WORLD'S FAIR
YELLOW PINOCCHIO
VOGUE**

One each of these \$4.60
three, value \$5.25.....

Collection No. 25

This collection includes all five of the roses pictured on pages 12 and 13.

**Red Pinocchio Pink Rosette
World's Fair Vogue
Yellow Pinocchio**

One each of all \$7.45
five, value \$8.50.....

VOGUE

(Pat. 926) Brand new last year, and certainly very well received, Vogue has won a place in countless gardens as well as an impressive array of awards in rose competitions. Flowers are borne in clusters, but the amazing thing is that each rose may measure up to 4 inches across. The color is fine indeed, being a vivid cherry-coral. Free blooming and fragrant. Plants are sturdy and grow 2½ to 3 feet tall.

\$2.25 each; 3 for \$6.00

SUMMER SNOW

(Pat. 416) The best white floribunda, with countless pure white flowers borne in heavy clusters through the summer and fall. Makes a fine low hedge.

\$1.50 each; 3 for \$3.90

THE FAIRY

A shrub-type rose growing broader than it is high and making a dense, ever-blooming hedge. Flowers are shell-pink and carried in huge sprays. Foliage is disease proof.

\$1.25 each; 10 for \$10.00

KATHY FISCUS

(Pat. 967) An ever-blooming little rose of soft pink, with 50 petals in the strongly double flowers. Plants grow 2 feet high and are mildew resistant.

\$1.75 each; 3 for \$4.65



VOGUE

OUR ROSES ARE GROWN IN NORTHERN CALIFORNIA

GOLDEN STATE NURSERIES

3616 Roswell Road

ATLANTA 5, GEORGIA

3 Kinds of CLIMBING ROSES

Collection No. 16

On this page we illustrate three different kinds of climbers. Paul Scarlet is the cluster-flowered type that grows big and blooms once in the spring; High Noon is a pillar rose that reaches only 7 to 9 feet high but is everblooming; Picture has big flowers just like the bush form of hybrid tea, and it is both everblooming and tall growing. There's a place for all three at your house but for one of each, here a . . . **Special Price \$4.80**

Worth
\$5.50



PAUL SCARLET



CLIMBING PICTURE



HIGH NOON

All these varieties
described on page 15.